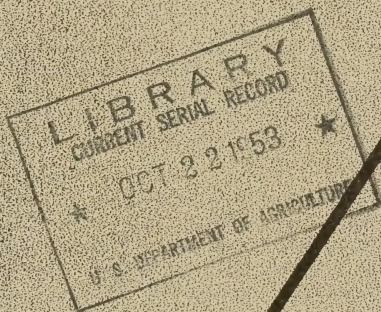


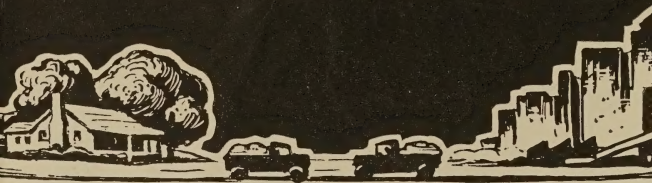
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TO BUY

Abundantly



U.S. DEPARTMENT OF AGRICULTURE
AGRICULTURAL ADJUSTMENT ADMINISTRATION



Producers of Abundance Deserve To Be Consumers of Abundance

ALL men are equal at the polls. That's a part of our political democracy. It took years and years of patient effort to make that principle clear and acceptable. Now it is fundamental in our government.

All men should have the right to share in the decisions affecting their economic welfare. That's economic democracy. It means a further extension of our democracy in the realm of dollars-and-cents affairs. Furthermore, social justice entitles every economic group to equal protection and opportunity in meeting its economic problems.

The Agricultural Adjustment Administration, as authorized by Congress, provides the farmer with the means for practising economic democracy in agriculture. Does the income of his group provide a fair return for what it produces? Does his group enjoy the advantage of equality with other economic groups?

To be important economically, a group must produce something which satisfies a real need. Do farmers do that?

The farmer is one of the most important producers in the land, because he supplies food to the people. Not only that—he supplies the fiber from which the clothing of the people is made.

Does he take care of his work competently?

Year in and year out, almost without exception, he has produced abundantly.

Does his income reflect that abundance?

In order to farm successfully the farmer needs a relatively high investment in land, buildings, and specialized equipment. Before he can have a net income, all these things must be considered.

Furthermore, there is no occupation so subject to hazard as that of farming. Heat and cold, flood and drought, insect pests and blight—they all attack his crops. Disease lies in wait for his livestock. Since the days of the World War farmers have also had to face other difficulties, such as reduced foreign markets for their products coupled with unfavorable tariff laws.

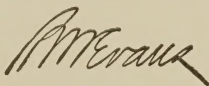
If the farmer is to enjoy the benefits of an adequate income, he must adjust his farming to these situations. So severe are these adjustments in these rapidly changing times that the farmer cannot meet his problems alone. He is meeting them cooperatively with his Government through this new economic democracy in agriculture.

Although much better than it was in 1932, the farmer's income is still too low in comparison with the prices of things he buys. That is why the AAA program, with its plan of balanced production, conservation and enrichment of the soil, and judicious marketing, works toward a fairer income for the farmer.

That does not mean that the AAA legislation is concerned exclusively with the needs of one group in our population. Such a policy would be foreign to the spirit of an economic democracy. It would disregard the facts that producers are also consumers and that farm welfare depends in part upon city welfare.

To insist upon a fair income for the farmer is just another way of saying that he has a right to the opportunity to achieve in equal measure with other consumers such things as income commands: Necessary living conveniences, an opportunity for some leisure, and all the other things that contribute to a healthy, well-rounded way of life. The farmer, in turn, must furnish abundantly the food and fiber which will contribute to the health and well-being of other groups.

All agree that he has produced abundantly. Should he not, then, in his own and the national welfare, receive a return which will enable him to buy abundantly?



Administrator.



"There is a point of balance . . . where the welfare of both the farmer and the consumer is best served. And it is that point of balance that we are working toward. That is what the agricultural adjustment program is all about."

—Secretary of Agriculture Henry A. Wallace.

Producer-Consumer Leaflets

This is the fifth in a series of 12 leaflets dealing with the various ways in which the problems of farmers and city people are related. The following is the complete list of leaflets in the series:

- PC-1 **And So They Meet.**—Farmers and city people: Both producers—both consumers
- PC-2 **The Things We Want.**—Making abundance work for all our people
- PC-3 **On Tired Soil.**—Poor soil means poor people on the farms and in the cities
- PC-4 **Two Families—One Farm.**—Stable tenure means better producers and better consumers
- PC-5 **To Buy Abundantly.**—Producers of abundance deserve to be consumers of abundance
- PC-6 **Plenty.**—Avoiding the scarcity of famine and overabundance
- PC-7 **Between You And Me.**—The distributor's place in production and consumption
- PC-8 **None Shall Go Hungry.**—Making abundance work for low-income families
- PC-9 **Grow Your Own.**—Better home living means better production and consumption
- PC-10 **The Magic Carpet.**—Protection for grassland is protection for cities
- PC-11 **The Farm Home And AAA.**—Better farm income means better farm homes
- PC-12 **Country Life And AAA.**—A permanent security for farm and city

Copies of this leaflet and others in this series may be obtained upon request from the Agricultural Adjustment Administration, U. S. Department of Agriculture, Washington, D. C.

Reference Suggestions

The material in this leaflet is based on facts presented in various governmental studies and publications, including:

- "**Producer Goals and Consumer Goals.**"—G-65, Agricultural Adjustment Administration, U. S. Department of Agriculture.
- "**Agricultural Stability and Business Stability.**"—G-70, Agricultural Adjustment Administration, U. S. Department of Agriculture.
- "**The Outlook for Farm Family Living in 1940.**" U. S. Department of Agriculture.